

NOVEMBER

2070217635

MAGAZINE EXPENDITURES BY MFR AND BRAND
NOVEMBER 1994

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	23,098,583	168,927,220
R. J. Reynolds	5,503,203	32,273,467
American	4,043,397	22,704,806
Brown & Williamson	4,459,396	33,694,897
P. Lorillard	906,886	8,797,403
Other	0	401,075
TOTAL	38,011,465	266,798,868

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Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H L	1,795,859		3,929,851	
B&H L+ML	0		0	
B+H	722,446		20,327,649	
B&H ML	62,005		481,529	
B+H + UL	140,800		140,800	
B+H UL	1,759,109		3,061,883	
B&H+L	0		0	
B+H M	84,325		1,941,604	
B&H KINGS ML	0		0	
B&H KINGS	0		0	
B&H KINGS L	0		0	
B&H KINGS M	0		0	
B&H L+UL	0		0	
		4,564,544		29,883,316
BASIC	1,337,818		14,457,738	
BASIC FAMILY	323,564		323,564	
		1,661,382		14,781,302
CAMBRIDGE	0		0	
		0		0
MARLBORO	10,288,858		50,626,510	
MARLBORO + MED	0		685,748	
MARLBORO L	1,449,464		15,148,862	
MARLBORO MEDIUM	0		0	
MARLB MED+100	0		0	
MARLBORO L+100L	0		0	
MARLB MED 100	0		0	
		11,738,322		66,461,120
MERIT	0		9,750	
MERIT UL	0		0	
MERIT+UL	0		0	
MERIT UL+100UL	0		0	
MERIT ULTIMA	0		0	
MERITULTIMA+100	0		0	
MERIT+UL+ULTIMA	1,940,993		27,098,381	
		1,940,993		27,108,131
PARLIAMENT L	998,107		8,025,002	
		998,107		8,025,002
V SLIMS	65,272		4,172,856	
V SLIMS L	2,129,963		12,729,283	
V SLIMS L+ML	0		4,438,933	
V SLIMS L-10	0		0	
V SLIMS+L+UL	0		0	
V SLIMS MUL	0		0	
V SLIMS+M	0		0	
V SLIMS M	0		0	
V SLIMS ML	0		1,327,277	
		2,195,235		22,668,349
TOTAL	23,098,583		168,927,220	

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R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		769,027	
CAMEL L + SPL	0		12,508,234	
CAMEL L	1,757,844		8,542,103	
CAMEL+L	0		0	
CAMEL UL	0		0	
CAMEL UL+100UL	0		0	
CAMEL WIDES	0		0	
CAMEL WIDES+L	0		0	
CAMEL SPL+100	0		0	
CAMEL SP L	0		2,444,415	
		1,757,844		24,263,779
DORAL L	0		0	
DORAL	0		1,874,630	
		0		1,874,630
MORE M	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
NOW 100M	0		0	
NOW+M	0		0	
		0		0
SALEM	345,965		554,989	
SALEM+L	0		0	
SALEM 100L	0		0	
SALEM+L+UL	0		0	
SALEM P100+100L	68,970		68,970	
SALEM SL100	0		0	
		414,935		623,959
STERLING 100	0		0	
STERLING 100L	0		0	
STERLING100+100L	0		0	
STERL100L+100ML	0		0	
		0		0
VANTAGE	0		0	
VANTAGE 100UL	0		0	
VANTAGE UL	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
WINSTON UL	0		0	
WINSTON L+UL	0		0	
WINSTON+L	0		0	
WINSTON SELECT	2,212,858		3,820,322	
WINSTON+SELECT	0		0	
WINSTON SEL L	1,117,566		1,690,777	
WINSTON SEL+LT	0		0	
		3,330,424		5,511,099
TOTAL	5,503,203		32,273,467	

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American

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
AMER 100+100L	0		0	
AMER 100+L+ML	0		0	
		0		0
CARLTON	1,221,928		9,787,882	
CARLTON 100	0		0	
CARLTON M	0		0	
CARLTON+M	0		0	
CARLTON M+100M	0		0	
CARLTON SL100	0		0	
CARLTON SL100M	0		0	
		1,221,928		9,787,882
LUCKY L	0		0	
LUCKY L+100L	0		0	
LUCKY FILTERS	0		0	
		0		0
MALIBU 100+M+L	0		0	
MALIBU+M+L	0		0	
MALIBU M+100M	0		0	
MALIBU100+L+M+UL	0		0	
		0		0
MISTY SLIM L+ML	0		2,898,562	
MISTY L + 120L	727,664		2,994,611	
MISTY SLIMS L	0		0	
MISTY SLIMS M	0		0	
MISTY SLIMS+M	0		0	
MISTY SLIMS ML	33,803		135,212	
MISTY ML+ 120ML	578,682		1,657,174	
MISTY SLIM U+MU	0		0	
MISTY 120L+ML	0		0	
		1,340,149		7,685,559
PALL MALL FLTRS	0		0	
PL ML+100+100G	0		0	
PALL MALL 100G	0		0	
PL ML GL+100G	0		0	
PL ML+FLTR+100G	0		0	
		0		0
RIVIERA	0		0	
		0		0
TAREYTON	0		0	
		0		0
BULL DURHAM	0		0	
BULL DURHAM+L	0		0	
		0		0
MONTCLAIR 100	0		0	
MONTCLAIR	871,920		4,502,465	
MONTCLAIR 100L	609,400		728,900	
		1,481,320		5,231,365
TOTAL	4,043,397		22,704,806	

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Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
		0		0
CAPRI 100	0		806,700	
CAPRI +UL + 120	69,850		4,202,260	
CAPRI 100M	0		0	
CAPRI 100+100M	1,642,035		7,519,145	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
CAPRI 100+120	0		0	
CAPRI 120M	0		0	
CAPRI UL+MUL	0		2,763,139	
		1,711,885		15,291,244
GPC	12,700		101,600	
GPC + L	0		0	
GPC + L + ML	0		12,700	
		12,700		114,300
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	2,734,811		18,251,253	
KOOL+MILDS+L+UL	0		0	
KOOL MILDS+L+UL	0		0	
KOOL+MILDS	0		0	
		2,734,811		18,251,253
RALEIGH/BELAIR	0		0	
RALEIGH EX+EX L	0		0	
RAL XUL+100XUL	0		0	
RAL EX+EX100L	0		0	
		0		0
RICHLAND	0		0	
RICHLAND 25 M	0		0	
RICHLAND 25 100L	0		0	
RICHLAND 20	0		0	
RICHLAND 20L	0		0	
RICH 20+20 100L	0		0	
RICHLAND 20+20L	0		0	
		0		0
VICEROY	0		38,100	
VICEROY+L	0		0	
		0		38,100
SAVANNAH L+M	0		0	
		0		0
TOTAL	4,459,396		33,694,897	

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P. Lorillard

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
HARLEY-DAVDSN+L	0		0	
		0		0
KENT	0		0	
KENT III	0		0	
KENT+GL	0		0	
KENT+III+GL	0		0	
KENT SL100	0		0	
KENT INTERNAT'L	0		57,720	
		0		57,720
NEWPORT	906,886		3,348,298	
NEWPORT L	0		0	
NEWPORT+L	0		5,391,385	
NEWPORT L+100L	0		0	
NEWPORT+100	0		0	
N STRIPE L+ML	0		0	
NEWPORT SL100	0		0	
NEWP.L100+SL100	0		0	
		906,886		8,739,683
OLD GOLD	0		0	
		0		0
TRUE	0		0	
TRUE+M	0		0	
		0		0
TOTAL	906,886		8,797,403	

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Other

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
DUNHILL	0		174,255	
DUNHILL L	0		226,820	
DUNHILL MILDS	0		0	
DUNHILL MILDS M	0		0	
		0		401,075
MONARCH+L	0		0	
		0		0
TOTAL	0		401,075	

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